



## Clean Copy of all Pending Claims

1. (Twice Amended) A computer-implemented method for ordering a consumer item from a remote location, comprising:

providing graphical selection of a plurality of options of the consumer item with an interactive environment at the remote location;

overlaying selected options on the consumer item;

graphically updating the consumer item automatically at the remote location in response to the selected options to reflect incorporation of the selected option; and

receiving statistical information from a plurality of users so that ordering trends and tendencies can be examined by a merchant.

- 2. The method of claim 1, further comprising providing a user interface that presents to the user information about the consumer item.
- 3. (Amended) The method of claim 2, wherein the user interface is a graphical user interface having an interaction device to allow dragging and dropping of the selected options on the consumer item.

Please cancel claim 4.

- 5. The method of claim 1, wherein the updating is presented with an audio/visual representation.
- 6. The method of claim 1, wherein the options depend in part on previously selected options.
- 7. The method of claim 1, wherein selection of unavailable options is prevented.

- 8. The method of claim 2, wherein the information comprises attributes associated with the consumer item.
- 9. The method of claim 8, further comprising automatic and real-time updating of the attributes.
- 10. The method of claim 9, wherein the attributes comprise a characteristic of the consumer item.

Please cancel claim 11.

12. The method of claim 1, wherein a server and a client located at the remote location communicate over the Internet.

Please cancel claims 13-19.

20. (Twice Amended) An ordering system for ordering a consumer item from a remote location, comprising:

a user interface at the remote location that provides a graphical selection of options of the consumer item and allows adding an option by overlaying the option on the consumer item;

an update module that provides automatic updating of the consumer item with consumer item information in response to the adding of the options; and

a statistical module that receives statistical information from a plurality of users so that ordering trends and tendencies can be examined by a merchant.

21. The ordering system of claim 20, wherein the consumer item information is at least one of: (a) a representation of the consumer item; (b) the graphical selection of options of the consumer item; (c) attributes associated with the consumer item.

- 22. The ordering system of claim 20, wherein the user interface further comprises a representation module that presents a representation of the consumer item.
- 23. The ordering system of claim 22, wherein the representation is a true representation of the consumer item with selected options.
- 24. The ordering system of claim 20, wherein the graphical selection of options depends partially on previously selected options.
- 25. The ordering system of claim 20, wherein the user interface further comprises an attributes module that presents attributes associated with the consumer item.
- 26. The ordering system of claim 25, wherein the attributes comprise a characteristic of the consumer item.

Please cancel claim 27.

28. (Amended) The ordering system of claim 27, wherein the statistical data comprises at least one of: (a) user information; (b) ordering trends; (c) information regarding the ordering process.